

signage retentions means on at least one of the face portions for releasable retention of signage associated with the product;

a generally vertical support that is received within the slot;

at least one product display means; and,

a display element that corresponds to a displayed product.

32. The apparatus of claim 31 wherein the display element is supported by the vertical support in a position above the display shelf.

33. The apparatus of claim 31 wherein the vertical support and the display shelf are a one piece unit.

34. The apparatus of claim 31 wherein the signage retention means extends laterally across the at least one opposed face portion.

35. The apparatus of claim 31 wherein the display means is a shelf that is retained by the vertical support in a generally horizontal plane above the base.

36. The apparatus of claim 31 wherein the vertical support, the display means and the display element are a one piece unit.

37. The apparatus of claim 31 wherein the display element has the same general shape as the displayed product.